

AMENDMENTS TO THE CLAIMS:

Please cancel Claims 1 through 18 without prejudice to or disclaimer of the subject matter recited therein.

Please add Claims 19 through 24 as follows:

1 - 18. (Cancelled)

19. (New) An electronic program guide generating apparatus comprising:

an information acquisition unit configured to acquire program information associated with each of a plurality of programs to be broadcast;

a controlling unit configured to generate a plurality of electronic program guide images in matrix format with time and channel according to acquired program information, wherein each program is placed on an area in the matrix format based on its broadcasting time and channel, and wherein a plurality of electronic program guide images comprise a first electronic program guide image which does not display program information corresponding to programs of less than or equal to a predetermined duration, and a second electronic program guide image which displays program information corresponding to programs of less than or equal to the predetermined duration; and

a selecting unit configured to select an electronic program guide image to display from the first electronic program guide image and the second electronic program guide image based on input from a user.

20. (New) An electronic program guide generating apparatus according to Claim 19, wherein said controlling unit generates the first electronic program guide image which displays the area corresponding to programs of less than or equal to the predetermined duration as blank space.

21. (New) An electronic program guide generating apparatus according to Claim 19, further comprising:

an operating unit configured to accept selection of a program placed on a given area in a displayed electronic program guide image from the user,

wherein said controlling unit controls movement of a cursor, which indicates the currently selected program, among programs of less than or equal to the predetermined duration when the second electronic program guide image is selected by the selecting unit.

22. (New) A control method of an electronic program guide generating apparatus, said method comprising the steps of:

acquiring program information associated with each of a plurality of programs to be broadcast;

controlling a plurality of electronic program guide images in matrix format with time and channel according to acquired program information, wherein each program is placed on an area in the matrix format based on its broadcasting time and channel, and wherein a plurality of electronic program guide images comprise a first electronic program guide image which does not display program information corresponding to programs of less than or equal to a predetermined

duration, and a second electronic program guide image which displays program information corresponding to programs of less than or equal to the predetermined duration; and

selecting an electronic program guide image to display from the first electronic program guide image and the second electronic program guide image based on input from a user.

23. (New) A control method of an electronic program guide generating apparatus according to Claim 22, wherein said step of controlling generates the first electronic program guide image which displays the area corresponding to programs of less than or equal to the predetermined duration as blank space.

24. (New) A control method of an electronic program guide generating apparatus according to Claim 22, further comprising the step of:

accepting selection of a program placed on a given area in a displayed electronic program guide image from the user,

wherein said step of controlling controls movement of a cursor, which indicates the currently selected program, among programs of less than or equal to the predetermined duration when the second electronic program guide image is selected by the selecting step.